

A Booklet of Designs

25 cts



Will Bradley's
Art Service for
Advertisers
131 East 23rd Street
New York



JOHN HENRY NASH



D 65 - 2 colors \$2.50; 1 color \$1.45

GENERAL INFORMATION

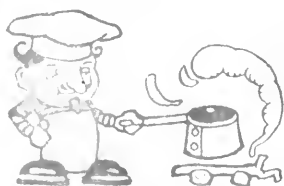
The designs in this catalog are furnished in plate form blocked and ready for printing, in any size, any proportion and for as many colors as desired. They may also be had in the form of mats, curved multigraph plates, and lantern slides. The prices for same will be found in our current price list except in the case of our stock electrotypes sizes where the prices are listed under each cut.

DELIVERY:— All prices include delivery by Parcel Post or express according to our judgement.

TERMS:— All cuts are sold on "cash with order" basis and to avoid confusion and delay, this rule should be closely observed. Remittance may be made by cash, mail or express money-orders, draft or check (to include exchange). The prices given are strictly net and not subject to discount.

Out of town mail orders are filled and shipped promptly so as to reach their destination at the earliest possible moment.

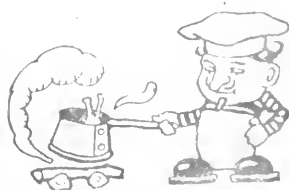
Will Bradley's Art Service for Advertisers



M 98 \$.75



M 148 \$.85



M 97 \$.75



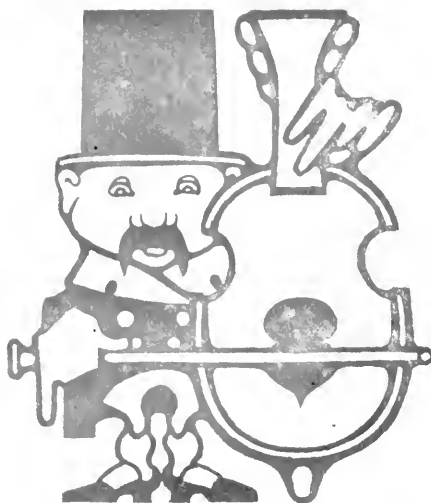
M 152 \$.75



M 93 \$.60



M 106 \$.85



M 135 \$1.25



M 111 \$1.00



M 96 \$.85

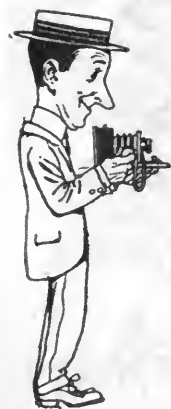


M 108 \$1.25



L 205 \$.75

Above prices are for electrotypes, size as shown



L 26 \$1.00



L 235 \$1.00



L 210 \$.85



L 114 \$.65



M 76 \$1.25



L 57 \$1.00



M 54 \$.75



L 39 \$.75



L 139 \$.85



L 50 \$1.00



M 75 \$.60



L 17 \$.75



EL 108 \$1.25



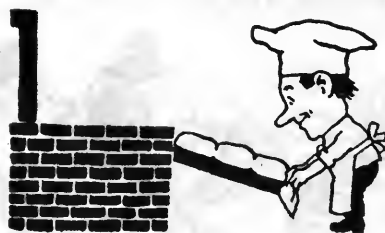
L 315 \$1.00

Above prices are for electrotypes, size as shown.

Will Bradley's Art Service for Advertisers



L 92 \$.85



L 97 \$1.00



L 100 \$1.25



L 93 \$.85



L 88 \$1.00



L 55 \$1.00



L 3 \$.75



L 118 \$1.00



L 190 \$1.00



M 84 \$.60



L 202 \$1.00



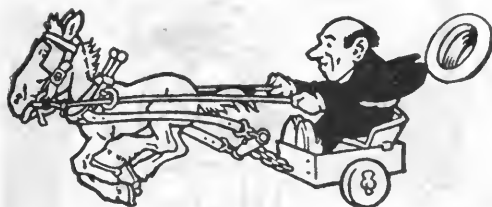
L 164 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 171 \$.60



M 92 \$1.00



L 167 \$.60



L 206 \$.75



M 33 \$.75



L 5 \$.75



M 100 \$.75



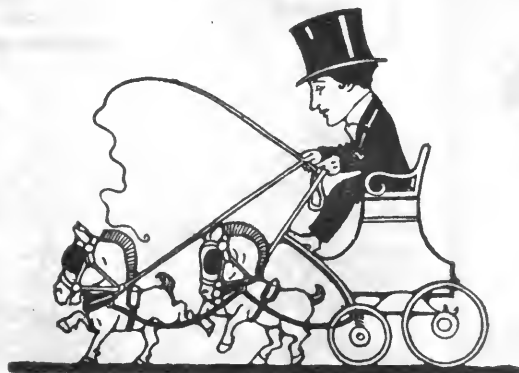
M 88 \$1.35



M 87 \$.75



L 65 \$1.00



L 291 \$1.35



M 38 \$.85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 73 \$1.00



M 59 \$.75



M 27 \$.75



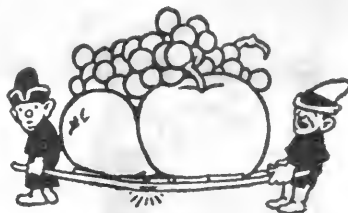
L 154 \$1.00



M 69 \$.75



M 67 \$.75



L 85 \$.75



M 46 \$.60



M 44 \$.60



M 66 \$1.25



L 123 \$.75



L 52 \$1.00



M 68 \$.85



L 61 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 269 \$1.25



M 79 \$1.00



M 80 \$1.00



L 75 \$1.00



L 8 \$.75



L 14 \$.75



L 6 \$1.00



M 77 \$1.25



L 16 \$.75



L 145 \$.75



L 51 \$1.00



M 78 \$1.25

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 158 \$.75



L 136 \$.75



L 124 \$.75



L 143 \$.75



L 162 \$.75



L 128 \$.75



L 131 \$.75



L 137 \$.75



L 147 \$.75



L 142 \$.75



L 156 \$.75



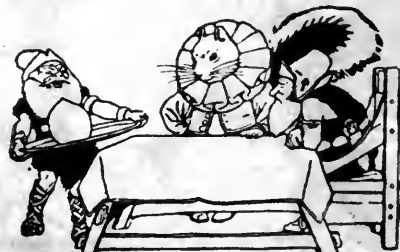
L 149 \$.75



L 127 \$.75



L 28 \$.75



L 79 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 115 \$.75



L 89 \$.75



L 10 \$.75



L 29 \$.75



L 1 \$.75



L 33 \$.75



L 83 \$.85



L 96 \$.85



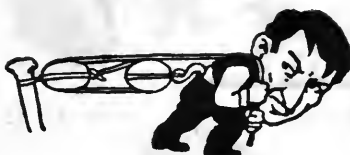
L 30 \$.75



M 65 \$1.00



L 109 \$.60



L 90 \$.75



L 143 \$.75



M 45 \$.60



L 67 \$1.00

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 141 \$.75



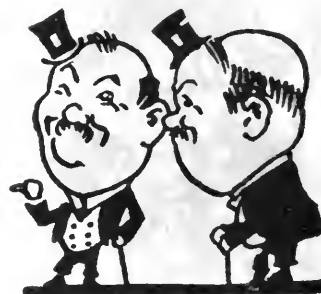
L 38 \$.75



L 117 \$.75



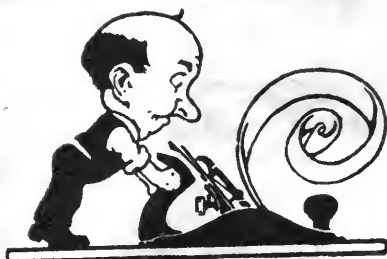
L 160 \$1.00



L 95 \$.75



L 151 \$.75



L 144 \$1.00



L 37 \$.75



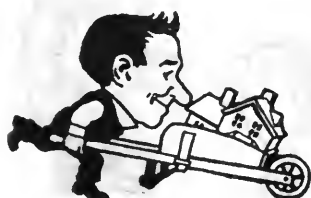
L 138 \$.75



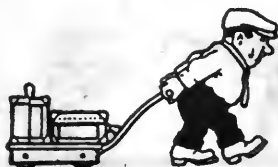
M 18 \$.60



L 42 \$.75



L 4 \$.75



L 86 \$.75



L 31 \$.75

Above prices are for electrotypes, size as shown.



L 23 \$1.00



L 64 \$1.00



L 25 \$1.00



L 63 \$1.00



L 70 \$1.00



L 68 \$1.00



L 209 \$.75



L 183 \$.60



M 81 \$.75



L 175 \$.60



L 77 \$1.00



L 170 \$.75



L 172 \$.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 70 \$.75



L 19 \$.75



L 11 \$.75



M 34 \$.75



L 153 \$.75



M 63 \$.75



L 9 \$.75



L 34 \$.75



L 54 \$1.00



M 72 \$.75



L 44 \$1.00



M 86 \$.75



L 45 \$1.00



M 71 \$.75

Above prices are for electrotypes, size as shown.



L 87 \$1.00



L 82 \$.85



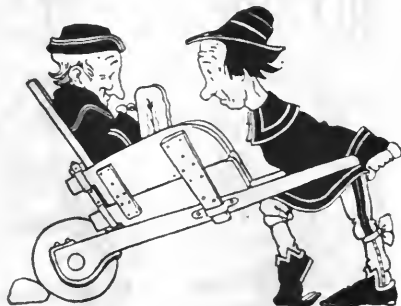
L 20 \$.75



L 84 \$.85



FL 9 \$.75



L 74 \$1.00



L 91 \$.75



L 15 \$.75



L 18 \$.75



L 41 \$.75



L 107 \$.85



L 177 \$.85



L 32 \$.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 218 \$.85



M 40 \$.85



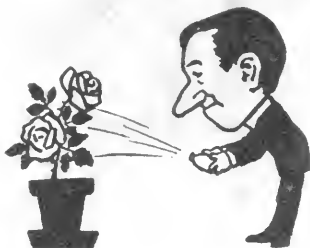
L 21 \$1.00



L 22 \$1.00



L 176 \$.60



L 13 \$.75



L 72 \$1.00



L 188 \$.75



L 216 \$.75



L 194 \$.75



M 39 \$.85



L 76 \$1.00



L 165 \$.85



L 168 \$.75

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 254 \$1.00



L 60 \$1.00



L 272 \$.85



L 152 \$.60



L 116 \$.75



L 120 \$.75



L 135 \$.85



L 324 \$.60



L 323 \$.60



L 125 \$.75



L 126 \$.75



L 47 \$1.00



L 48 \$1.00



L 133 \$1.00



L 46 \$1.00

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 71 \$1.00



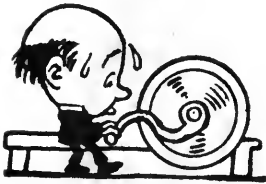
L 296 \$.85



L 80 \$1.00



L 40 \$.75



L 2 \$.75



L 111 \$.60



L 110 \$.60



M 10 \$.75



L 66 \$1.00



L 56 \$1.00



L 27 \$1.00



L 182 \$1.00



M 82 \$.60



L 199 \$.85

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



L 266 \$.85



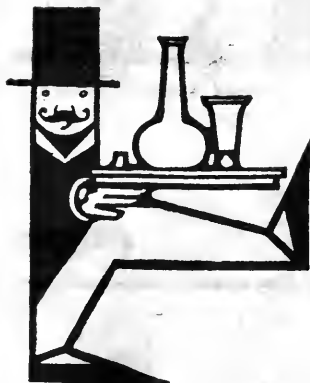
L 81 \$.85



L 211 \$.85



L 265 \$.85



L 268 \$1.00



L 146 \$.85



L 58 \$1.00



M 83 \$.75



L 113 \$1.00



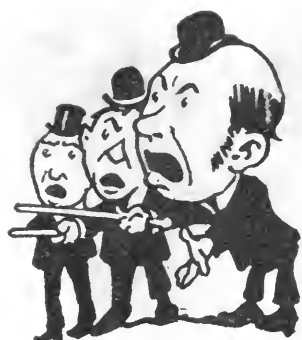
M 33 \$.75



L 256 \$.85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 159 \$1.00



L 213 \$.75



L 181 \$1.00



L 122 \$.85



L 215 \$.75



L 204 \$.85



L 130 \$.85



L 94 \$.85



L 62 \$1.00



L 140 \$1.25



L 121 \$.85



L 157 \$.75

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



M 36 \$.75



L 217 \$1.00



L 75 \$1.00



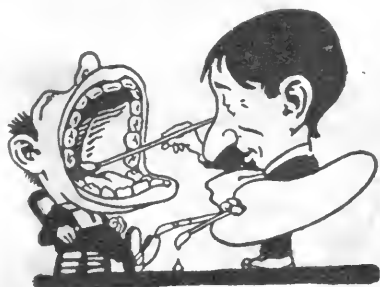
L 134 \$.75



L 155 \$.75



L 59 \$1.00



L 78 \$1.00



L 24 \$1.00



L 69 \$1.00



L 180 \$.75



L 49 \$1.00



L 150 \$.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 201 \$1.00



L 196 \$1.00



L 214 \$.75



L 191 \$1.00



L 187 \$.85



L 193 \$.85



L 186 \$.85



L 195 \$.75



L 184 \$.60



L 36 \$.75



L 173 \$.75



L 198 \$1.00



L 212 \$.75

Above prices are for electrotypes, size as shown.



L 179 \$1.00



L 200 \$.75



L 169 \$.75



L 178 \$.85



L 207 \$.75



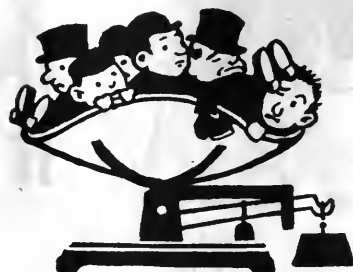
L 203 \$.85



L 192 \$.85



L 197 \$.75



L 174 \$.85



L 101 \$1.00



L 208 \$.75



L 166 \$.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



L 103 \$1.25



M 47 \$.75



L 185 \$.60



L 98 \$1.25



L 102 \$1.25



L 260 \$1.25



L 104 \$1.25



M 85 \$1.00



L 243 \$1.35



L 53 \$1.00

Above prices are for electrotypes, size as shown.

131 East 23rd Street New York



M 143 \$1.35



M 142 \$1.25



M 141 \$1.35



M 146 \$1.35

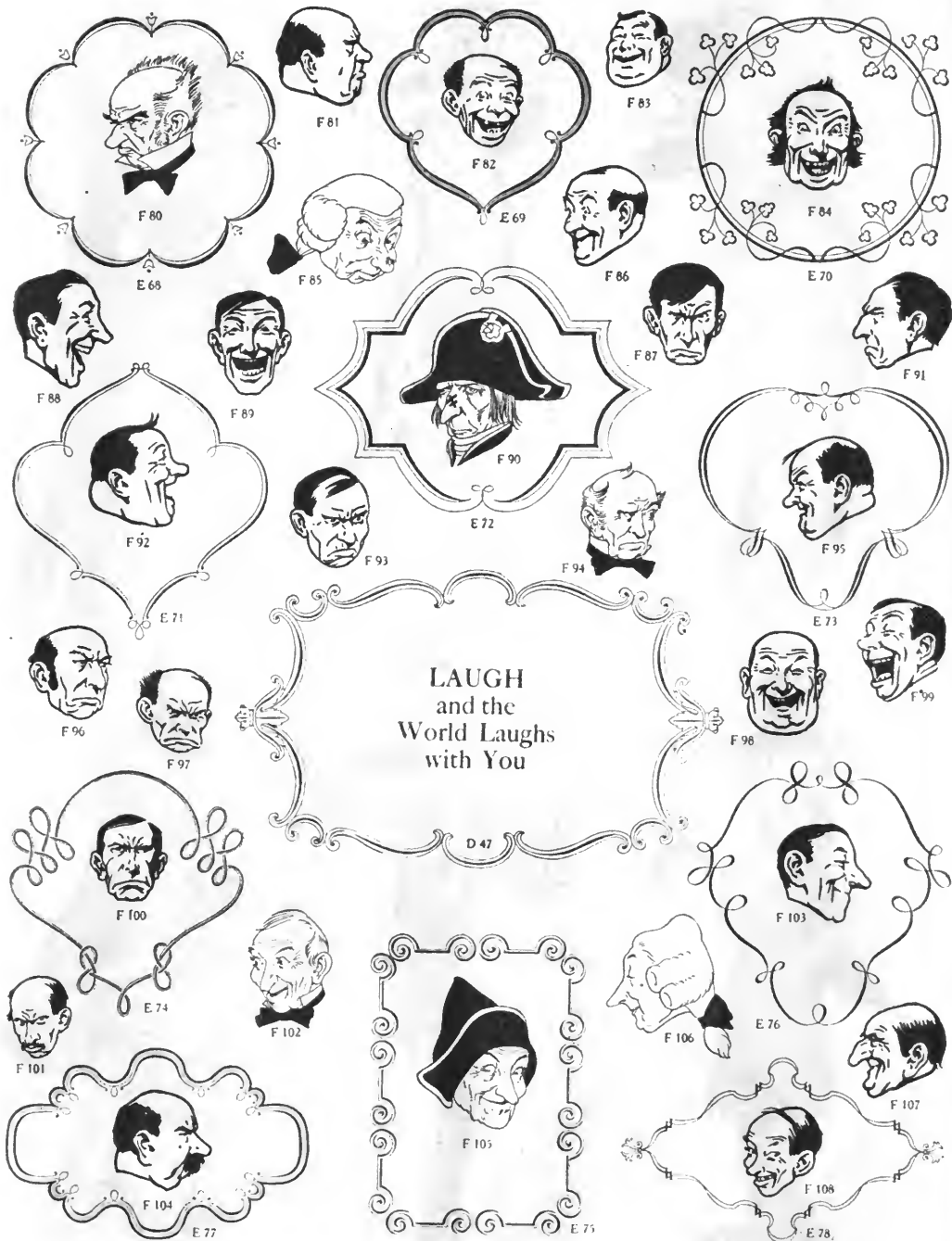


DL 68 \$1.35

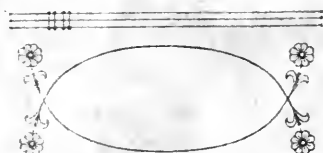


M 144 \$1.35

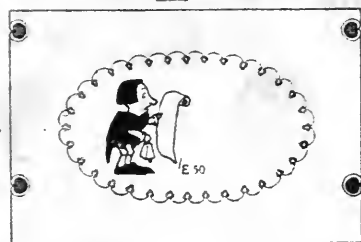
Will Bradley's Art Service for Advertisers



Plates can be furnished in any size required



F 20



F 23



F 21



F 22



F 24



F 25



F 26



F 27



F 28



F 29



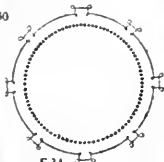
F 30



F 32



F 33



F 34



F 31



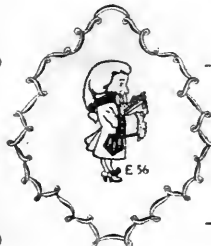
F 35



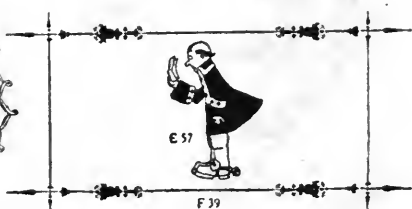
F 36



F 37



F 38



F 39

Plates can be furnished in any size required

Will Bradley's Art Service for Advertisers

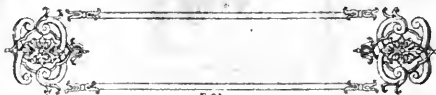


F 110



E 96

C 28



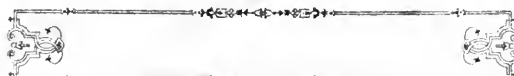
E 81



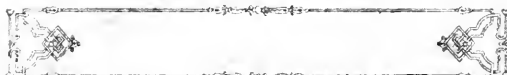
F 111



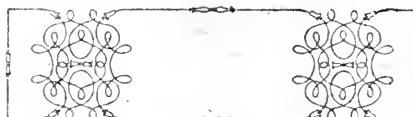
E 82



E 90



E 91



E 92



E 93



E 94



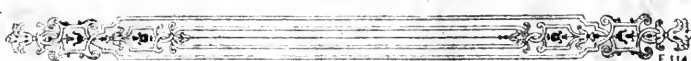
E 95



F 112



F 113



F 114



Decorative

Head Bands
Title Frames
and

End Pieces
for
Books

Magazines
and
Catalogues

D 60



E 97

C 29



E 99

C 30



E 98



E 100



E 101

Plates can be furnished in any size required



AB 16



AB 18

The Highest Class Salesmanship

A block of Caslon or any light face roman letter in this position within the border. The title to the advertisement placed as indicated above. The address in three short lines below. A combination which has distinction, balance and harmony. A method and form worthy of the highest class of merchandising. Appropriate for an advertisement, a catalogue, a title page, a circular or a folder.

New York
Thomas Brown
45 Fifth Avenue

F 116

AB 19



AB 20

**A
TITLE
PAGE**

The Leading Printer
Classic City

F 115

AB 21



AB 22

**REFINEMENT
OF
DESIGN
AND
DELICATE HANDLING
MAKE OF THIS
BORDER
AN
APPROPRIATE
FRAME
FOR
ANNOUNCEMENTS
AND
TITLE PAGES**

AB 23



AB 24

Will Bradley's Art Service for Advertisers



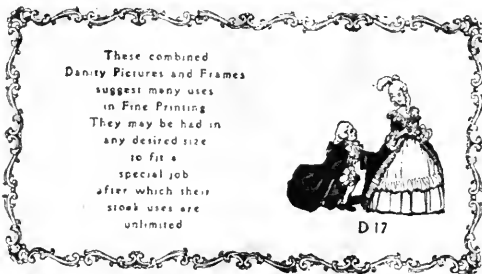
B 10



B 11



B 12



C 18

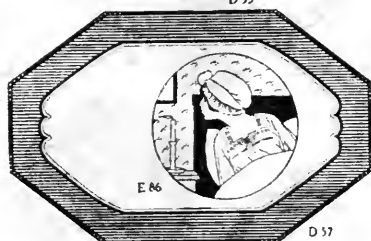
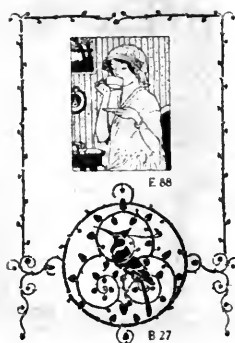
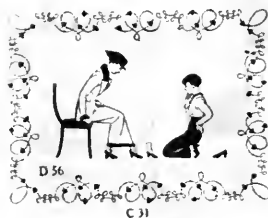
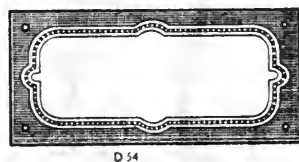
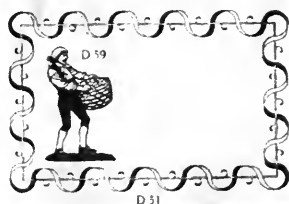


B 13



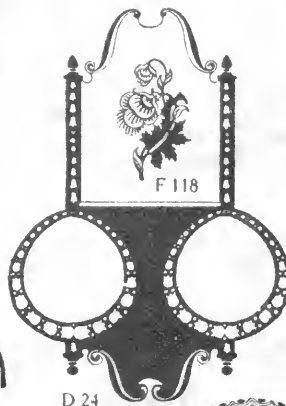
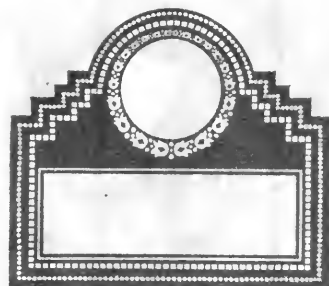
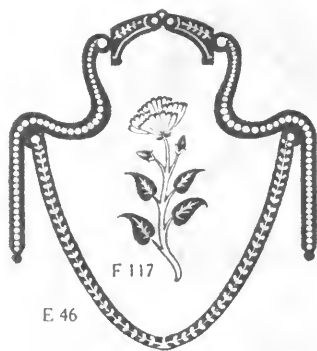
B 15

Plates can be furnished in any size required

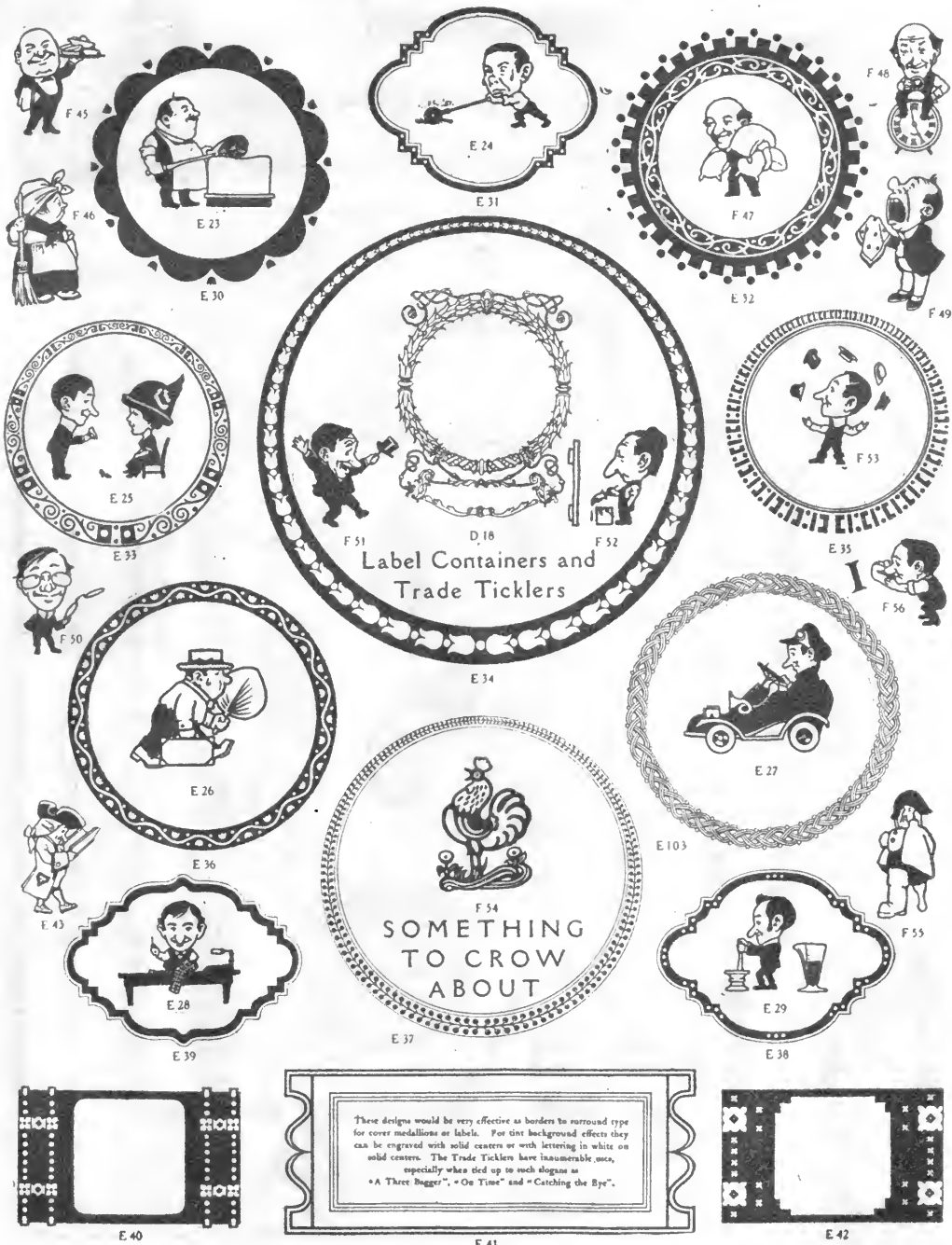


Plates can be furnished in any size required

Will Bradley's Art Service for Advertisers



Plates can be furnished in any size required



Will Bradley's Art Service for Advertisers



CG 17



E 19



CG 18



E 20



CG 19



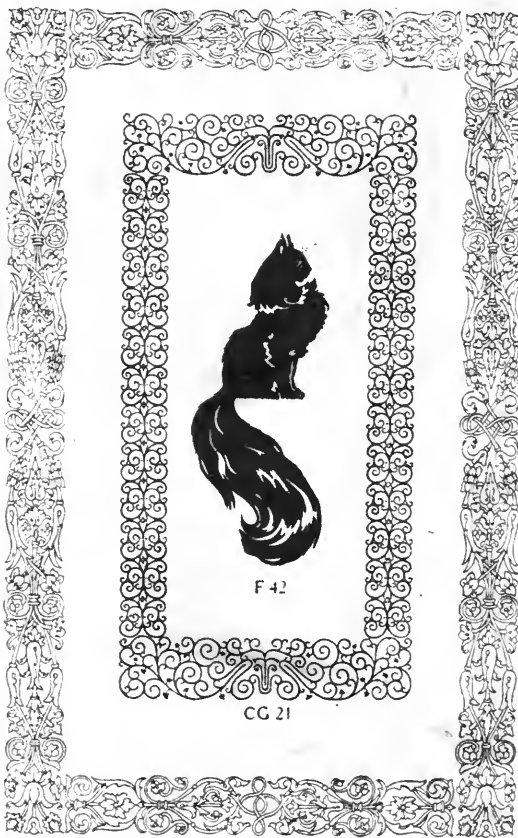
CG 20



F 42



CG 21



AB 25



CG 23



CG 24



CG 25



F 41



F 40

Plates can be furnished in any size required

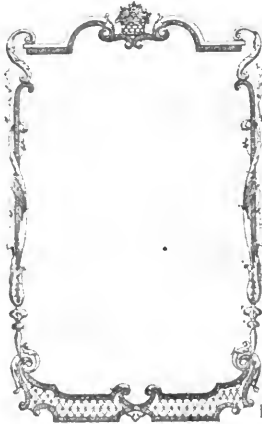


Plates can be furnished in any size required

Will Bradley's Art Service for Advertisers



B 65



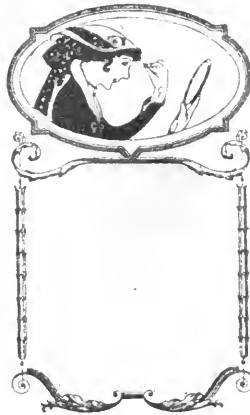
B 66



B 67



B 68



B 69



B 70



B 71



B 72



B 73

Plates can be furnished in any size required

131 East Twenty third Street New York



Program

P 6 \$1.75



PAGE HEADING

P 14 \$1.50



M 2 \$.85



FOR A
PHOTOGRAPH
OR
REFINED
TYPE

P 1 \$0.25



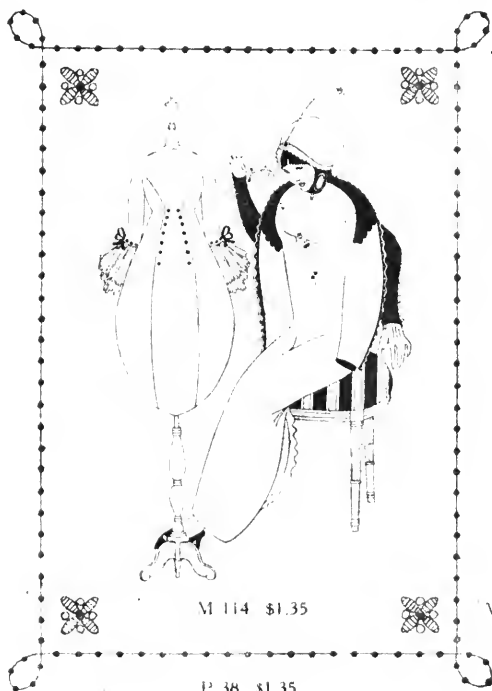
M 53 \$.85

For special sizes see current price list.

Will Bradley's Art Service for Advertisers

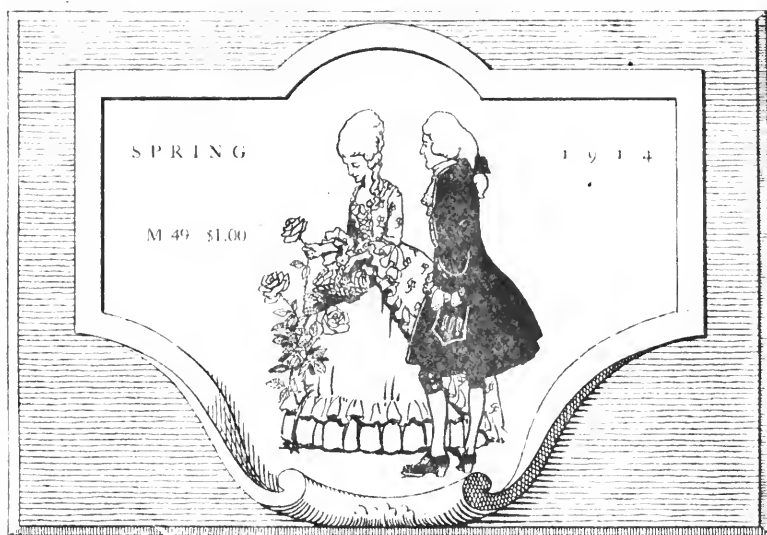


P 51 \$1.50



Above prices are for electrotypes, size as shown

131 East Twenty-third Street New York

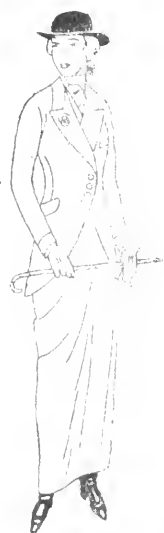


P 55 \$1.50



P 56 \$1.50

For special sizes see current price list.



M 171 \$1.25



P 25 \$1.50



L 259 \$1.25



PURITY
OF
TYPE ARRANGEMENT
IS ESSENTIAL
WITH
THESE DESIGNS

P 89 \$1.65



L 283 \$.85



L 284 \$.85

Above prices are for electrotypes, size as shown.

131 East Twenty third Street New York



P 57 \$.75



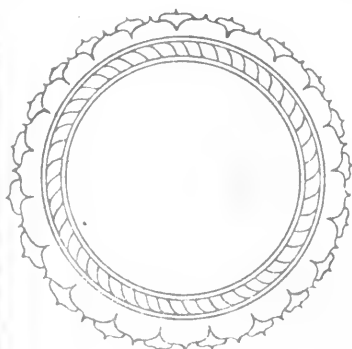
P 54 \$1.35

THESE
DESIGNS
MAY
BE
HAD
IN ANY
SIZE



P 73 \$1.35

P 81 \$1.35



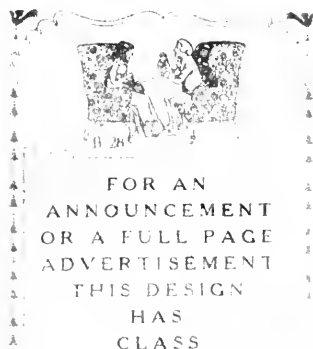
P 79 \$.85



P 50 \$1.35

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



THIS
SPACE
FOR
YOUR
AD

A
COVER
DESIGN
OR AN
ANNOUNCEMENT
IN TWO
COLORS

AN
ATTRACTIVE
PLACE FOR
TYPE

Program
E105

A13

A14

A
MAGAZINE
COVER

COVER

E106

DESIGN

E107

A17

A16

A
BLOTTER
SUGGESTION
OR A
HEADING

AB 29

REDUCTION
SALE

THE TYPE
HERE
AND A
PICTURE
ABOVE

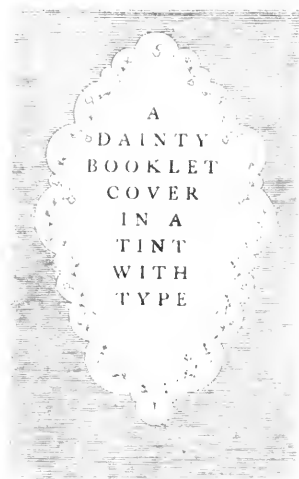
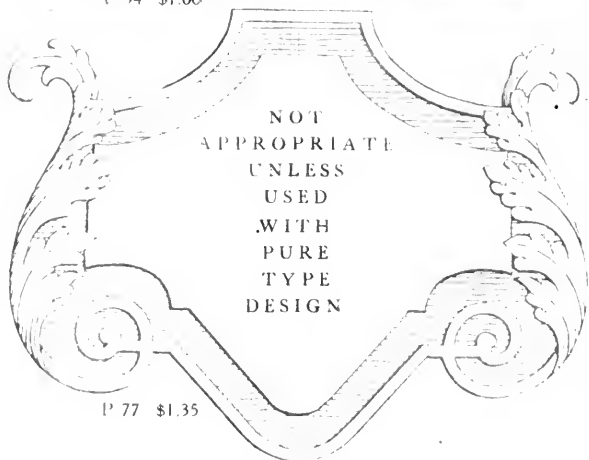
ANOTHER
IDEA SAME
AS
ABOVE

AB 30

A18

A19

Will Bradley's Art Service for Advertisers



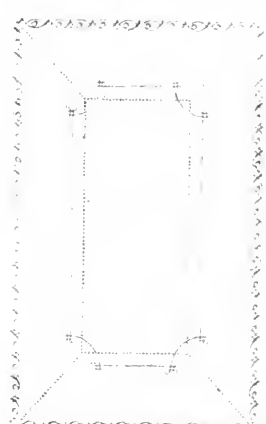
Above prices are for electrotypes, size as shown.



F 17



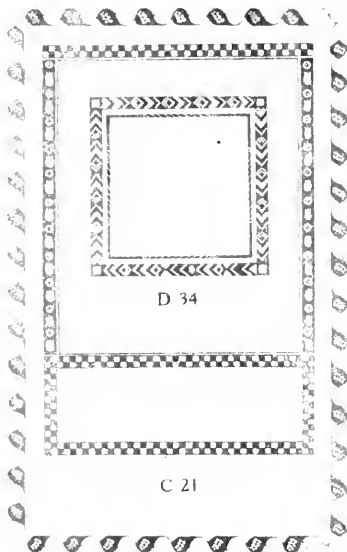
C 4



C 7

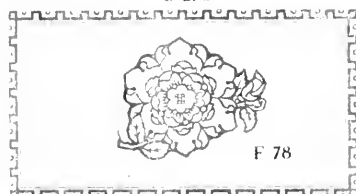


C 10



D 34

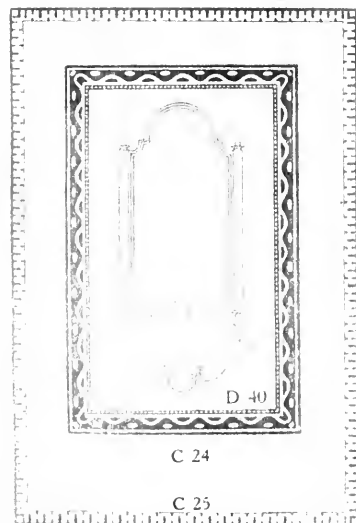
C 21



C 27a

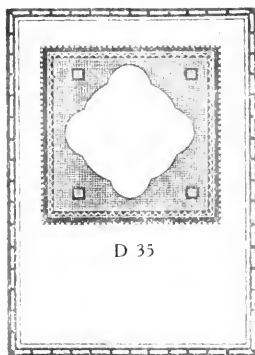
F 78

D 38

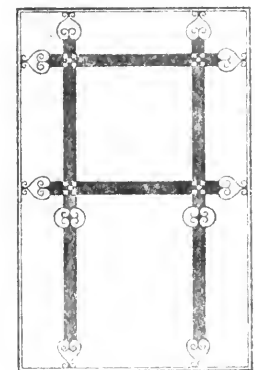


C 24

C 25

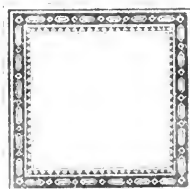


D 35

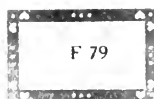


D 46

D 36



D 41

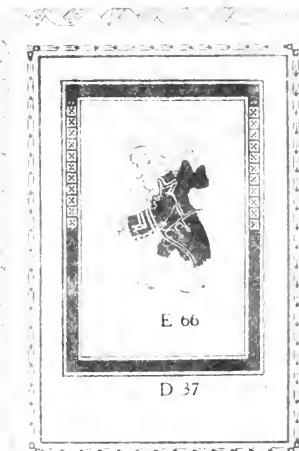


F 79



C 20

D 45



E 66

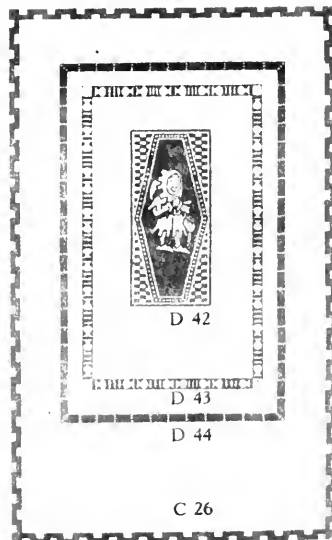
D 37

C 22



E 67

D 39



D 42

D 43

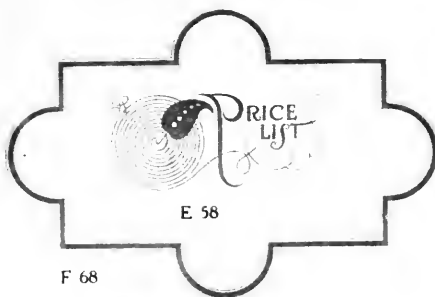
D 44

C 26



F 67

E 65



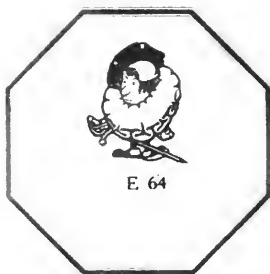
E 58

F 68



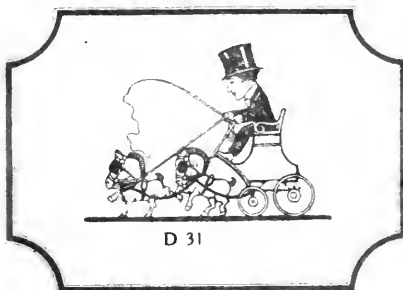
F 69

E 59



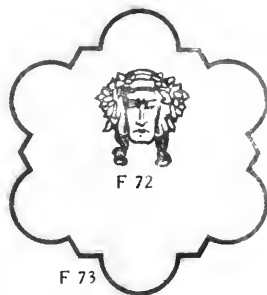
E 64

F 70



D 31

F 71



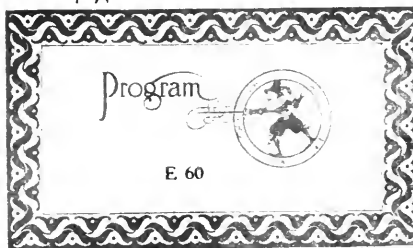
F 72

F 73



F 74

F 75



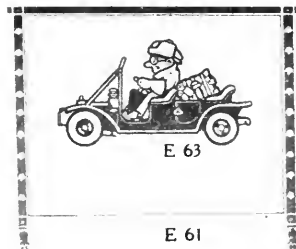
E 60

B 61



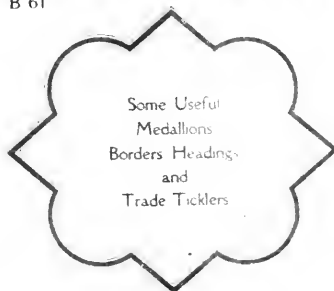
F 76

E 102



E 63

E 61

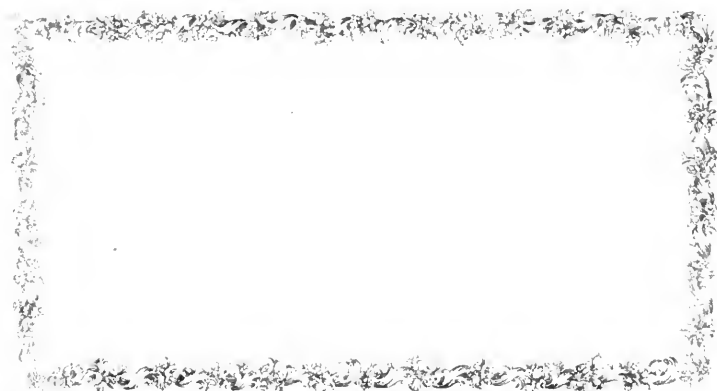


F 77



E 62

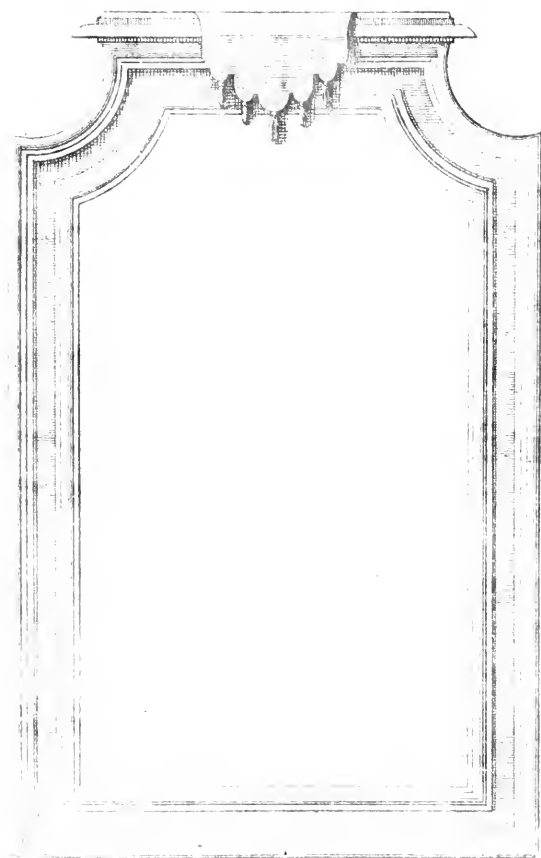
D 33



B 1



E 1



E 2



F 14

B 5



F 15

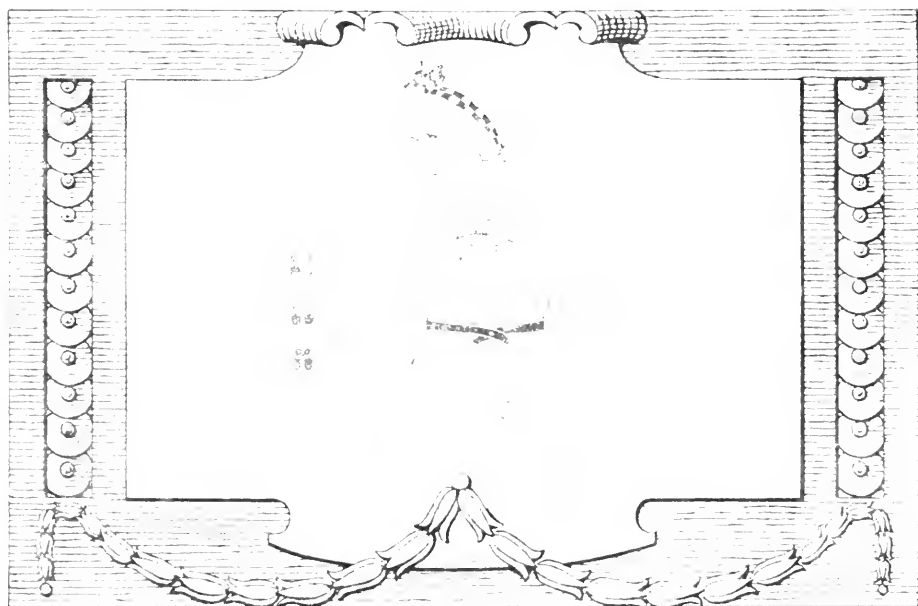
B 4

100 East Twenty-third Street New York

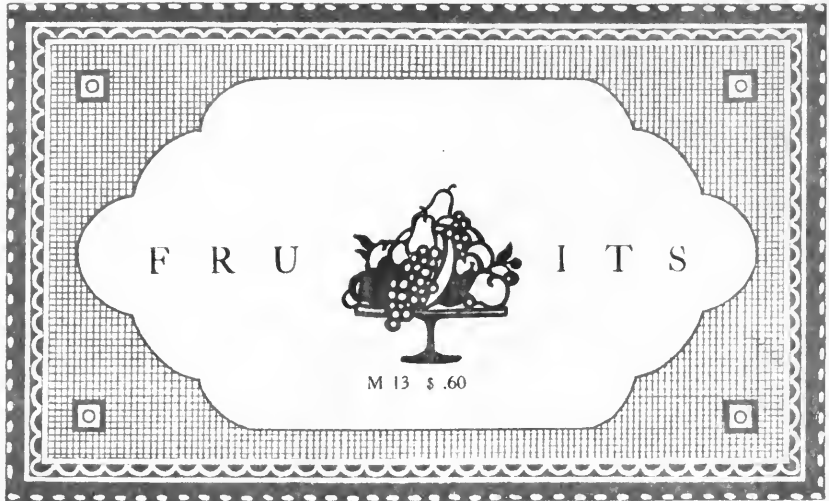


FOR
PAGE ADVERTISEMENTS
COVER BORDERS
AND OTHER FORMS
OF REFINED
PRINTING

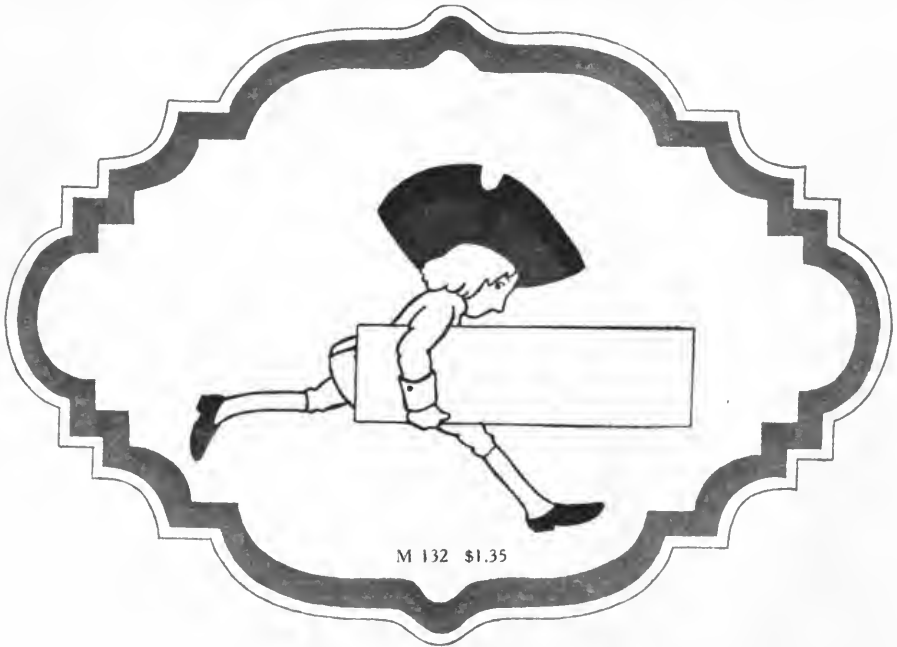
100-877



For special sizes see current price list.



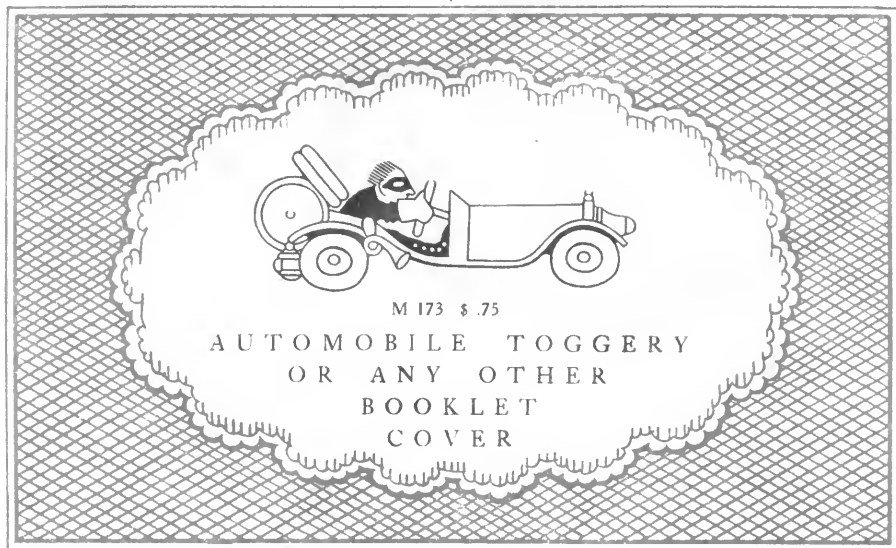
P 49 \$1.65



P 4 \$1.75

Above prices for electrotypes, size as shown.

131 East Twenty-third Street New York



M 173 \$.75

AUTOMOBILE TOGGERY
OR ANY OTHER
BOOKLET
COVER

P 55 \$1.75



PRINTERS & BINDERS

M 150 \$.85

P 8 \$1.75

For special sizes see current price list.

Will Bradley's Art Service for Advertisers



M 165 \$1.35



M 149 \$1.00

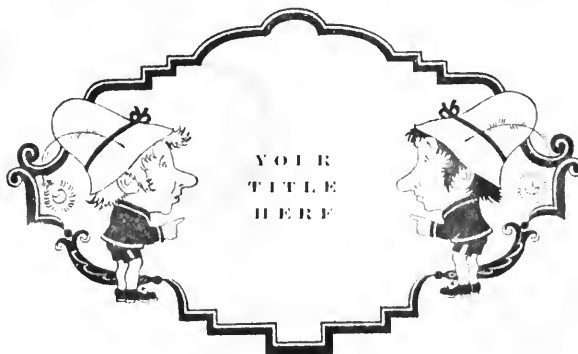


M 110 \$1.00

M 119 \$1.65

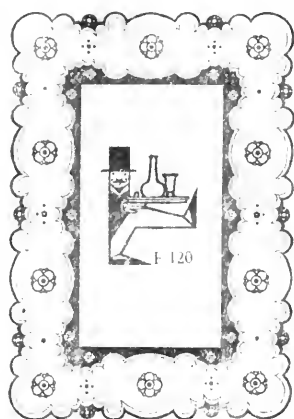


M 166 \$.75



M 167 \$1.35

Above prices are for electrotypes, size as shown.



AB 32



AB 44



AB 33



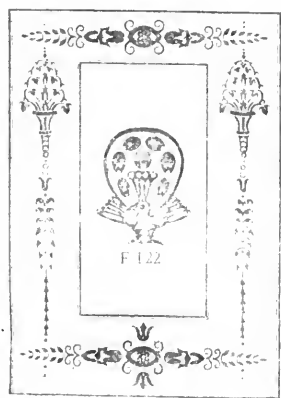
AB 34



AB 35



AB 36



AB 37



B 35



AB 39

Will Bradley's Art Service for Advertisers

The
Motor
Car

D 2

J. M.
HARWOOD
& CO.
CATALOGUE

B 6

PRICE
LIST

E 11

A
FINE BORDER
FOR
BOOKS
AND
CATALOGUES
Etc.

C 1

A
Catalogue
Cover
FALL
1914

B 7

A
FINE BORDER
FOR
BOOKS
AND
CATALOGUES
Etc.

C 13

PRICE
LIST

D 4

CATALOGUE
COVER TINT

B 8

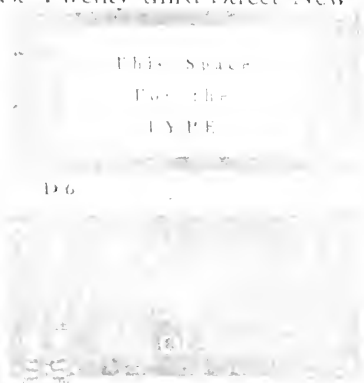
For a
Cover
or a
Label
or a
Card

D 5

Useful Tint Borders and Background Designs



C 14



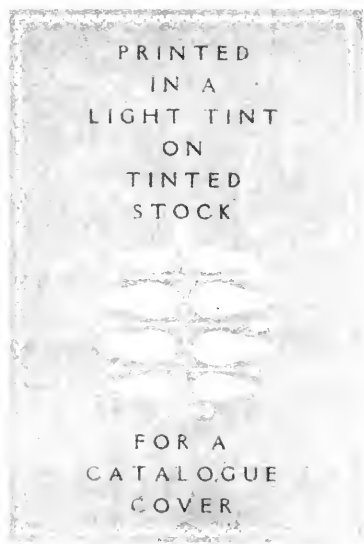
D 6



C 15



E 12



B 9



E 13



F 18



F 19



C 16




D 13



C 17

191
239.2
B704
1914 b




D 14

PROGRAM
for the
Season
of
1913-1914

H

AB 42



ON
I HOPE TO HAVE
THE PLEASURE
OF
ACCORDING YOU
AN ADVANCE
SHOWING
OF OUR LINE
FOR
NEXT SEASON

M

B 41

**GIFTS of
Choice
SILVERWARE**
delicately suggest
Personality and
indicate
Good Taste
Our Designs are
Exclusive, Beautiful
and of Refined
Individuality

H

14 40

**DIAMONDS
PEARLS
JEWELRY
SILVER
WATCHES
CLOCKS**

K

AB 43



New Price List

JANUARY 1915



A blocked zinc etching may be had of any of our designs in any size desired at the following rates:

Small Sizes

When the longest dimension does not exceed:

1 inch 75 cents; 2 inches \$1.; 3 inches \$1.50

Above Three Inches

When the longest dimension exceeds 3 inches:

\$1 for the use of design, plus eight cents per square inch for plate. Minimum \$2.00

Alteration

\$1 additional charge for change of proportion.

Color Plates

Any design may be had for two colors, at double the cost of same for one color.

The above prices are upon the basis of cash with the order. By this plan we offer 5 percent discount on immediate cash payment on any order above \$10, and 10 percent discount on immediate cash payment on any order above \$25. Prices include mailing.

Will Bradley's Art Service for Advertisers

131 East 23rd Street New York

CUTS
FROM
WILL BRADLEY'S
ART SERVICE
ARE ALL
NEW
AND UP TO DATE
IN DESIGN

